



*Ifw*

PTO/SB/21 (04-04)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Project (PTO/SB/03-215), no persons are required to respond to a collection of information unless it displays a valid OMB control number.

<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)		Application Number	10/688,075
		Filing Date	October 17, 2003
		First Named Inventor	Thomas HUBER
		Art Unit	N/A
		Examiner Name	Not Yet Assigned
Total Number of Pages in This Submission		Attorney Docket Number	577172002300

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance communication to Technology Center (TC) <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): 1. Copy of International Search Report mailed 8/3/04 for PCT/US03/33114 (5 pages) 2. Form SB/08 (1 page) 3. Return Receipt Postcard
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	MORRISON & FOERSTER LLP Jonathan Bockman - 45,648
Signature	
Date	November 3, 2004



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
Thomas HUBER et al.

Serial No.: 10/688,075

Filing Date: October 17, 2003

For: ICHOOSE VIDEO ADVERTISING

Examiner: Not Yet Assigned

Group Art Unit: N/A

**INFORMATION DISCLOSURE  
STATEMENT UNDER 37 C.F.R. § 1.97 & 1.98**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

The documents listed on the attached Form SB/08 were cited in an International Search Report mailed on August 3, 2004, (copy attached) directed to a counterpart international application PCT/US03/33114. A certification under 37 C.F.R. § 1.97(e)(1) follows:

I hereby certify that each item of information was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement.

This Information Disclosure Statement is submitted:

Within three months of the application filing date or before mailing of a first Office Action on the merits; accordingly, no fee or separate requirements are required. However, if applicable, a certification under 37 C.F.R. § 1.97 (e)(1) has been provided.

va-83536

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /J.T./


Applicants would appreciate the Examiner initialing and returning the Form SB/08, indicating that the information has been considered and made of record herein.

The information contained in this Information Disclosure Statement under 37 C.F.R. § 1.97 and § 1.98 is not to be construed as a representation that: (i) a complete search has been made; (ii) additional information material to the examination of this application does not exist; (iii) the information, protocols, results and the like reported by third parties are accurate or enabling; or (iv) the above information constitutes prior art to the subject invention.

In the unlikely event that the transmittal form is separated from this document and the Patent Office determines that an extension and/or other relief (such as payment of a fee under 37 C.F.R. § 1.17 (p)) is required, Applicants petitions for any required relief including extensions of time and authorize the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to **Deposit Account No. 03-1952** referencing **577172002300**. However, the Commissioner is not authorized to charge the cost of the issue fee to the Deposit Account.

Dated: November 3, 2004

Respectfully submitted,

  
By \_\_\_\_\_  
Jonathan Bockman

Registration No.: 45,640  
MORRISON & FOERSTER LLP  
1650 Tysons Blvd, Suite 300  
McLean, Virginia 22102  
(703) 760-7769

<b>Form PTO-1449</b> <b>INFORMATION DISCLOSURE CITATION</b> <b>IN AN APPLICATION</b> <i>(Use several sheets if necessary)</i>	Docket Number (docketno)	Application Number (serialno)
	Applicant (applicant)	
	Filing Date (filingdate)	Group Art Unit (groupart)
	Mailing Date *	

## U.S. PATENT DOCUMENTS

Examiner Initials	Ref. No.	Date	Document No.	Name	Class	Subclass	Filing Date If Appropriate
	1.	12/21/1999	6,006,257	SLEZAK			
	2.	10/13/1992	5,155,591	WACHOB			
	3.	09/29/1998	5,815,671	MORRISON			
	4.	12/26/02	US 2002-0199201 A1	KURAUCHI			

## FOREIGN PATENT DOCUMENTS

Examiner Initials	Ref. No.	Date	Document No.	Country	Class	Subclass	Translation YES NO
	2.						

## OTHER DOCUMENTS

(including author, title, Date, Pertinent Pages, Etc.)

Examiner Initials	Ref. No.	Title
	3.	

EXAMINER: /Jason Thomas/		DATE CONSIDERED: 02/15/2008
--------------------------	--	-----------------------------

EXAMINER: Initial if citation considered, whether or not the citation conforms with MPEP 609. Draw a line through the citation if not in conformance and not considered. Include a copy of this form with next communication to applicant.



Application No. (if known): 10/688,075

Attorney Docket No.: 577172002300

## Certificate of Hand Delivery

I hereby certify that this correspondence is being hand delivered to the United States Patent and Trademark Office at the address shown below:

Customer Window  
U.S. Patent and Trademark Office  
220 20th Street S.  
Crystal Plaza Two, Lobby, Room 1B03  
Arlington, Virginia 22202

on November 3, 2004  
Date



Signature

Beth Mandel

Typed or printed name of person signing Certificate

Note: The following papers are submitted:

Transmittal (1 page)  
Information Disclosure Statement (2 pages)  
Copy of International Search Report mailed 8/3/04 for PCT/US03/33114 (5 pages)  
Form SB/08 (1 page)

VA-83539

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. //J.T./